

AUG 05 1992

July 28, 1992

David E.R. Dangoor
Senior Vice President of Marketing
PHILIP MORRIS COS.
120 Park Ave.
New York, NY 10017

Dear David:

Concord has developed a computerized system to accurately monitor and verify television commercials as actually broadcast. This makes it easy, practical, and inexpensive for you to control TV budgets by paying only for commercials that aired correctly.

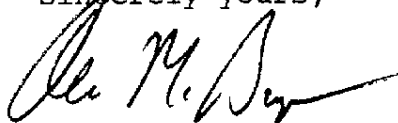
CMS electronic verification provides you with the following benefits:

1. Monitors your commercials as actually broadcast-- tracking any discrepancies between "ordered" and actually "aired."
2. Provides computer reports on all commercials aired identifying: network/cable/station call letters; day, date and time; ISCI code broadcast and actual running time. All discrepancies are both identified and described.
3. Data delivered weekly or even daily, providing time to schedule make-goods while flights are still running to protect GRP/TRP levels. No waiting for affidavits to reveal problems.
4. Inexpensive service fees (a fraction of 1% of your TV budget) so that CMS pays for itself.

I will be in New York the week of August 17th and would like very much to spend a few minutes with you to more fully describe and explain CMS monitoring. At that time, we will gladly arrange for free trial tests to prove the value of CMS monitoring to your company.

I'll call you in a few days to set up an appointment and promise that your time will be well invested.

Sincerely yours,



Alan M. Berger
Vice President, Marketing

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Rich,
Pse forward as you
see fit or reply
by forwarding them
to a more
"approp"
division.
T-Y
Kant

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